

Review of: "Business Model Innovation as a Structural Framework for Business Sustainability Growth: A Systematic Review"

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Potential competing interests: No potential competing interests to declare.

The article deals with a classical but still interesting topic related to the business model and the challenges generated by the markets, competition, and consumer preferences.

The paper purposes to study the impact of technology, customer expectations, ethical issues, and sustainability on the creation of new models for business growth in the context of the pandemic and climate change.

There are some suggestions for revisions that should be made:

- The presentation style of the paper is not accurate. The English style should be improved in order to make the research content more understandable. This is the first "barrier" when an article is read.
- The literature review is presented in a general way, more related to the business models than to the factors and correlations that are subjects of the study.
- The presented methodology limits the depth of analysis. The methodology should be presented more appropriately considering the purpose of the paper.
- A more clear and continuous style should be considered in the analysis of the main aspects from the introduction and formulation of the research questions to the results and conclusion parts.
- The conclusions should be presented more detailed in correlation with the results, with critical points of view, underlying the contribution to the research field;
- The authors use a wide bibliography, but this should be updated with some recent research in the field.

In conclusion, the paper topic is actual and interesting, including a complex analysis related to the business models and influencing factors, but some significant revisions are necessary in order to improve the presentation style, methodology approach, and contribution to the field.